

## **MyData Operator 2021 Status Awarded to esatus SOWL**

### **New approach to assessing ethics in personal data**

**Langen, November 22, 2021** – The MyData Operator Award recognises personal data companies that have shown leadership by empowering individuals to control their personal data. As highlighted by the ongoing Facebook Files scandal, transparency and accountability in personal data are increasingly acknowledged as critical for safety online. To show their commitment to ethical personal data management, participating organisations are required to disclose information about their operations. The MyData Operator Award shows that ethical alternatives exist and provide value for companies and users alike.

On November 17, 2021, **22 service providers** across **11 countries** were awarded the status of MyData Operator 2021. A total of **30 companies and organisations** have been awarded to date. The Award acts as a symbol of best practice that reassures individuals, governments, investors, and other companies and organisations alike. The MyData Operator 2021 Award was created by the internationally recognised nonprofit MyData Global.

Whilst congratulating the Awardees, Teemu Ropponen, General Manager of MyData Global, said: “We believe tools created by service providers that empower people with real choices over their data are rapidly becoming the norm for personal data and digital services. The current situation is unsustainable both from a human and a market perspective, as recent publicity on incumbent platforms such as Facebook again illustrates. So, we celebrate those organisations that put people first.”

### **Acknowledging best practice**

The MyData Operator Award, launched in 2020, reflects the rising demand for a more ethical approach to personal data. The Award focuses on how personal data intermediaries manage two key issues:

- transparently communicating their practices and business models,
- and the extent to which users are the primary beneficiary of their personal data.

The reality for the public is that personal data management seems remote, technical, and at times incomprehensible. They are not alone. As more organisations begin to ingest, use, store, and share personal data, concerns about data protection have increased. MyData’s Operator Awards recognise the best of both worlds – ensuring privacy and data protection, whilst also empowering individuals with their data.

Dr André Kudra, CIO of esatus, is pleased that esatus has once again been awarded the title of MyData Operator for its product SOWL. "Human-centric data control was an essential aspect for us in the development of SOWL. This is fully in line with the approach to empower the individual to control their own data in a self-determined way – as an alternative to the platform approach of large operators."

## **More information**

See the organisations awarded the MyData Operator 2021 status: [mydata.org/operators/](https://mydata.org/operators/)

[View the two page factsheet on MyData Operators](#)

Download the “Understanding MyData operators” white paper and follow updates from the MyData operators community: <https://mydata.org/operators/>

## **About esatus AG**

esatus is a forward-thinking IT company that is highly involved in research and development on the topic of secure digitalisation. Headquartered in Langen / Rhein-Main, esatus offers solutions from a single source - from conception to individual software development and operational management. esatus advises large corporations as well as SMEs from a holistic perspective on everything to do with Identity & Access Management and supports them in the implementation of compliance and data protection requirements (GRC).

The company has been a passionate driver of Self-Sovereign Identity (SSI) in Germany and is today one of the global technology leaders. SSI places the individual at the centre of the digital ecosystem and enables user-friendly and self-determined control of personal data. Since 2020, esatus offers an all-in-one SSI solution for fact-based identity and access management, named "SOWL". It can be easily integrated in organizations of all types and sizes and enables password-free log-in to devices and applications.

<https://esatus.com/>

## **About MyData Global:**

MyData Global is an award-winning international nonprofit. The purpose of MyData Global is to empower individuals by improving their right to self-determination regarding their personal data. MyData Global has over 90 organisation members and nearly 400 individual members across industries from over 50 countries, on six continents. The nonprofit facilitates the MyData community of several thousand personal data experts and enthusiasts.

MyData is described in the EU data strategy as a promising initiative for empowering citizens through exercising their digital rights.